

Bay Area Region

Alameda, Contra Costa, Marin, San Mateo, and Santa Clara Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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ALAMEDA COUNTY COMMUNITY FOOD BANK

Food Security Special Project

Jessica Bartholow

Project Coordinator

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Grant Amount: \$40,000
First Funded: FFY 2002
Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Assemblymember Wilma Chan

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (10%); African American (15%); Latino (50%); Pacific Islander (10%); Caucasian (10%); Farsi (5%)
- Language: Spanish, Vietnamese, Cantonese, Khmer, Mandarin, English, Farsi

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; Food Bank; food pantries; shelters; soup kitchens

Partners

350 partners from: School Food Service; University of California Cooperative Extensions; Local Departments of Social Services; 350 CBO's serving low-income families; WIC; HeadStart

Description

Goals of the project include: educating and involving community organizations that work with low-income households in promoting healthy eating habits and public nutrition programs in Alameda County; educating low-income households seeking emergency food assistance about healthy eating habits and public nutrition programs in Alameda County; and improving public and community nutrition assistance programs in Alameda County.

The project operates a Nutrition Outreach Committee, including an inventory of current food stamp and nutrition-related activities being carried out by area CBOs and implementation of an outreach plan to distribute materials to targeted low-income families.

This agency will also utilize the Alameda County Food Bank's Hunger Hotline to provide one-on-one assistance to approximately 250 families per month when applying for nutrition assistance programs.

The project will also develop a strong follow-up evaluation system where 100 Hunger Hotline clients who have received support from the project when applying for nutrition assistance programs (particularly food stamps) will be randomly surveyed twice to determine outcomes and success. Findings will then be distributed to the Nutrition Outreach Committee and the Alameda County Social Services Agency and appropriate elected officials. Based on the distribution and discussion of the report, the project will hold meetings with key officials to request action regarding barriers that are specific to Alameda County or certain cities and school districts within it.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, NUTRITION SERVICES

LIA - Local Health Department

Linda Franklin

WIC Director
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Local Share: \$5,519,720

State Share: \$2,759,860

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Assemblymember Wilma Chan

Target Audience

- Ages: Grade 4; Adults; Seniors
- Ethnicities: Asian (15%); African American (36%); Latino (22%); Caucasian (31%)
- Language: Spanish, Cantonese, Mandarin, English

Settings

Community Centers; Schools; Grocery Stores; Faith Organizations

Partners

8 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; Colleges/Universities; City of Oakland; YMCA Alameda Alliance for Health

Description

Alameda County Nutrition Services is addressing the reduction of chronic disease in the county through nutrition change on several different levels of the social ecological model. One such effort improves eating habits and supports positive modeling of families of school-aged children in the Oakland Unified School District (OUSD). This is being done by targeting eight elementary schools and one middle school to increase consumption of fruits and vegetables every day and increasing school breakfast participation. Eleven objectives focus on teachers, parents, principals, and food service personnel as positive role models and instrumental agents in the environmental, institutional, interpersonal, and individual change in the school. In-classroom, after school, community activities and events, and development of health councils are planned.

This project also facilitates positive health behavior change for children in the Oakland Parks and Recreation Department programs by targeting nutrition education presentations at sports practices for children and education of coaches. Nutrition Services is working toward positive dietary change for seniors, as well, through nutrition education at senior sites and residential housing facilities, including development of Healthy Living Councils directed at institutionalizing change at the centers. An additional goal focuses on reducing the incidence of chronic disease among communities at highest risk in Alameda County through a systematic rollout of nutrition programs specifically designed to meet the needs of low-income neighborhoods geographically associated with strategically placed community health teams. Finally, the goal of developing collaborative partnerships is addressed through supporting and sustaining efforts to promote nutrition throughout Alameda County.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY, WIC PROGRAM

LIA - Local Health Department

Linda Franklin WIC Director 3600B Telegraph Avenue Oakland, CA 94609 Phone: (510) 595-6458 Fax: (510) 595-6486 lfrankli@co.alameda.ca.us	Local Share: \$696,845 State Share: \$348,423 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Assemblymember Wilma Chan
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Target Audience

- Ages: PreKindergarten; Grades 9-12; Young Adults; Adults
- Ethnicities: Asian (12%); African American (32%); Latino (45%); Native American (0.2%); Caucasian (9%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Arabic, Bosnian, Lao, Russian, Cambodian, Thai

Settings

Clinics; Grocery Stores; Farmers' Markets; WIC offices and other community settings

Partners

10 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Medical Providers serving Medi-Cal clientele; Other local WIC agencies: La Clinica, Native American Health Center, West and East Oakland Health Centers, Tiburcio Vasquez, City of Berkeley

Description

The *Nutrition Network*-funded activities at Alameda County WIC this year include implementing 2004 seasonal education campaigns: Reducing Consumption of High Fat Foods, Promoting Dental Health, Promote Increased Physical Activity, and Promoting Increased Consumption of Fruits and Vegetables and Use of WIC Farmers Markets. Campaign materials and education plans are being developed in conjunction with other community partners and shared with other providers who serve low income food stamp eligible households in Alameda County. They include WIC programs, pediatric providers, Head Start Programs and other venues. In addition, WIC participates in local nutrition coalitions with community partners including The Nutrition Coalition of Alameda County, Project LEAN and the Bay Region WIC Nutrition Education and Training Coalition. Peer counselors provide support to promote breastfeeding and consumption of fruits and vegetables among Alameda County WIC clients. Finally, Alameda County WIC's seasonal education campaigns promote healthy eating among women served by the breastfeeding peer counselors.

ALAMEDA COUNTY OFFICE OF EDUCATION - ROCK LA FLECHE COMMUNITY SCHOOL*LIA - County Office of Education***Kelly Robinson**

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Local Share: \$172,301

State Share: \$86,150

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: Grades 8-12
- Ethnicities: Asian (7%); African American (70%); Latino (15%); Caucasian (4%); No info given (4%)
- Language: English

Settings

Schools

Partners

2 partners from: Local Departments of Social Services; Mental Health Agency

Description

October 2003 began the third continuous year of the Health and Nutrition Education Program serving students through the Student Programs and Services (SPAS) Division at Rock La Fleche, Thunder Road, and a new satellite classroom. The program focuses on enhancing students' knowledge and understanding of the cumulative benefits of making healthy and nutritious food choices, especially increasing daily consumption of fresh fruits and vegetables. The health and nutrition education program seeks to influence students' knowledge, attitudes, and behaviors regarding actively improving one's health through better nutrition. These influences are asserted through weekly exposure to and tasting of healthy and nutritious foods, planting and cultivating organic produce in the Peace of the Rock-Rock La Fleche garden site, and ongoing documentation of the personal, interpersonal and environmental changes that occur on campuses and in students' lives.

Weekly nutrition education and cooking classes provide hands-on opportunities for students to taste new foods and to prepare and share healthy meals together. Students research, discuss, and debate food-related trends and current events including media advertising, diet-related disease and body image. A campus production garden empowers students to collaboratively plan and cultivate a wide variety of fresh, organic produce to use during in-class activities and to stock the student-operated demonstration salad bar. This year, students are developing and publishing a cookbook featuring a variety of ethnic, traditional, and newly created recipes. In June, students plan to introduce and distribute the cookbook at a recipe cook-off event celebration.

School-wide nutrition education activities are linked with in-class assignments and lesson plans are designed to support standards in oral communication, writing, and reading. Nutrition education activities are planned and presented using a variety of curriculum and teaching approaches including discussion, small group activities, video presentations, and short-term projects.

BERKELEY UNIFIED SCHOOL DISTRICT*LIA - School/District***Travis Smith**

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Local Share: \$2,206,122

State Share: \$1,146,154

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Assemblymember Loni
Hancock

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (5.8%); African American (35.7%); Latino (19.7%); Caucasian (22.7%); Native Am, Filipino, Pac Islander, Mixed (16.1%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, English

Settings

Schools; Farmers' Markets

Partners

22 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Media; Edible Schoolyard

Description

From October 1, 2003—September 30, 2004, Berkeley Unified School District (BUSD) will continue to develop and implement a comprehensive district-wide traditional day and after school nutrition education and physical activity/education promotion program at eight school sites. Approximately 3,336 BUSD students receive nutrition education that actively involves and provides students and families with opportunities to practice healthy dietary and lifestyle choices.

All participating school sites assemble a School Nutrition Advisory Council (SNAC) team whose purpose is to work collaboratively to provide BUSD students with a learning environment that stresses the importance of nutrition education and physical activity/education promotion.

Nutrition education activities include, but are not limited to: Nutrition education garden classes that familiarize students and families with a broad variety of fruits and vegetables; nutrition education cooking instruction that teaches students and families to prepare and taste healthy foods; and nutrition education field studies to local gardens, farms, and farmers' markets to further reinforce lifelong healthy habits.

Parents and families are exposed to, and involved with, nutrition education and physical activity/education promotion via parent-focused nutrition classes and school-wide nutrition events. Specific venues for marketing and promotions include: School-wide Harvest Fairs and March Nutrition Month activities; nutrition education garden work parties; nutrition education garden workshops that encourage families to grow and consume fresh fruits and vegetables; cooking demonstrations and tastings at after school, evening, and weekend events that promote the benefits of cooking with fresh vegetables and whole grains.

CITY OF BERKELEY DEPARTMENT OF HEALTH AND HUMAN SERVICES

LIA - Local Health Department

Kate Clayton Project Director 2344 Sixth Street Berkeley, CA 94710 Phone: (510) 981-5314 Fax: (510) 981-5305 kclayton@ci.berkeley.ca.us	Local Share: \$366,776 State Share: \$183,388 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Assemblymember Loni Hancock
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Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (8%); African American (38%); Latino (18%); Caucasian (29%); Multi-ethnic and other (7%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Senior centers; Street based; ethnic events

Partners

18 partners from: Schools; Parks and Recreation; Colleges/Universities; University of California Cooperative Extensions; Food Policy Council; Farmers Markets

Description

The 1999 Berkeley Health Status Report revealed striking disparities in the health of residents based on race/ethnicity and socioeconomic status. The "Berkeley Be Fit" project addresses this disparity utilizing all five spheres of the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption and promote physical activity among low-income Berkeley residents with an emphasis on African-American and Latino residents of South and West Berkeley. Outreach, educational and promotional activities are conducted through an intergenerational approach at a wide range of locations throughout the city. The project also includes special nutrition and physical activity promotion projects in collaboration with two predominately African American churches and two senior centers in low-income areas.

Project staff are implementing a city food policy to increase healthy food choices at afterschool programs and increase community gardening.

Finally, community campaigns include "Everybody Walks in Berkeley" promoting increased physical activity the first Wednesday of each month, "Meeting Well" in which entities commit to providing fruits/vegetables, water/juice, and physical activity at virtually all staff and community meetings, and "Five a Day from Local Farms".

CONTRA COSTA COUNTY - EAST WEST MARKET GARDEN PROJECT

Food Security Special Project

Melody Steeples

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Grant Amount: \$59,600

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. George Miller
CA Sen. Tom Torlakson
CA Assemblymember Joseph
Canciamilla

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (15%); African American (25%); Latino (30%); Caucasian (30%)
- Language: Spanish, English

Settings

Community Centers; Farmers' Markets; Faith Organizations

Partners

Schools; Local Health Departments; Parks and Recreation; Community-Based Organizations; Healthcare; Health Plan; Faith orgs; WIC

Description

The goal of this fourth-year food security project is to improve access to and knowledge about affordable, safe, nutritious, and culturally-appropriate food for low-income families of West Contra Costa County through nutrition education and advocacy activities.

The project will also continue to work with members of the West Contra Costa County Food Security Council, the Healthy Neighborhoods Project, the Richmond Improvement Agency, North Richmond Commercial Development, Inc., and others to identify and recruit potential food and produce vendors to fill available retail spaces in North Richmond. A survey will be developed by project staff designed to obtain input from residents regarding their food access needs and preferences, and a marketing plan will be developed.

Simultaneously, the project will work with the Community Alliance of Family Farmers (CAFF) to identify potential farms/farmers to provide produce, negotiate produce prices, and develop a plan for establishing farm stands in two pilot neighborhoods in North Richmond. The project will then pilot the new food venues and assess produce buying activities and consumption patterns.

CONTRA COSTA COUNTY HEALTH SERVICES, COMMUNITY WELLNESS AND PREVENTION PROGRAM

LIA - Local Health Department

Melody Steeples Program Manager 597 Center Avenue, Suite 115 Martinez, CA 94553 Phone: (925) 313-6839 Fax: (925) 313-6840 msteeples@hsd.co.contra- costa.ca.us msteeples@yahoo.com	Local Share: \$1,690,215 State Share: \$845,173 First Funded: FFY 1996	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George Miller CA Sen. Tom Torlakson CA Assemblymember Joseph Canciamilla
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Target Audience

- Ages: Grades 1-5; Adults
- Ethnicities: Asian (10%); African American (30%); Latino (40%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations; Food Bank Programs

Description

Contra Costa Health Services is heavily invested in providing nutrition education to low-income residents, as well as promoting physical activity and Federal nutrition assistance programs. The County's nutrition and physical activity promotion program includes:

- Peri- and post-natal nutrition education through the Healthy Start program.
- Health & nutrition education and nutrition-focused marketing by the Contra Costa Health Plan.
- Food safety classes for low-wage food service workers, as well as 5-a-Day promotion by Environmental Health.
- Extensive nutrition programming to children from preschool to high school by Family, Maternal and Child Health's Teen Age Program (TAP).
- Nutrition education by the Senior Nutrition Program.
- Nutrition and physical activity promotion and education through the Community Wellness & Prevention Program efforts.
- Nutrition and physical activity education through the WIC program paid for county general funds and a grant from the Children and Families Commission (Prop.10).
- Nutrition and wellness programming by Contra Costa Television.
- Nutrition programs and services by the Contra Costa Food Bank through annual funding from Contra Costa Employment and Human Services.
- Childhood obesity prevention and management conducted at low resource schools and the Pittsburg Health Center and funded by the Los Medanos Health Care District.
- Facilitate the delivery of nutrition education to low income residents.

CONTRA COSTA HEALTH SERVICES*CHDP Nutrition Project***Cheri Pies, MSW, DrPH**

Family, Maternal & Child Health

Programs Director

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Grant Amount: \$100,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. George Miller

CA Sen. Tom Torlakson

CA Assemblymember Joseph
Canciamilla**Target Audience**

- Ages: Grades 6-8; Young Adults; Adults
- Ethnicities: Asian (10%); African American (30%); Latino (30%); Native American (2%); Pacific Islander (2%); Caucasian (30%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Clinics; Schools; Health Department

Partners

Schools; School Food Service; Local Health Departments; Local Departments of Social Services; City of Berkeley WIC Program; Other Health Professionals

Description

The health of mothers, children, and adolescents will be improved through three focused nutrition education and information projects: increased accessibility and visibility of information on folic acid through provider education and media outreach approaches; low-income Spanish-speaking breastfeeding women will receive education about the importance of eating fruits and vegetables through the work of Breastfeeding Peer Counselors; expanding healthy food choices on the school lunch menu at Riverview Middle School through the work of a youth development project at the school. Finally, middle school youth will learn how to make healthy food choices through interactive nutrition education classes.

DALY CITY PARKS AND RECREATION DEPARTMENT - DOELGER SENIOR CENTER*LIA - Parks and Recreation*

Sue Horst Senior Services Supervisor 101 Lake Merced Blvd. Daly City, CA 94015-1048 Phone: (650) 991-8014 Fax: (650) 746-8360 shorst@dalcycity.org	Local Share: \$182,918 State Share: \$87,283 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Jackie Speier CA Assemblymember Leland Yee
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Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1, 2; Seniors
- Ethnicities: Asian (50.7%); African American (4.6%); Latino (22.3%); Native American (0.4%); Pacific Islander (0.9%); Caucasian (25.9%); no info (11.3%)
- Language: Spanish, Cantonese, Tagalog, Mandarin, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

27 partners from: Healthcare; Farmers Market; Serramonte Center; City of Daly City; Stonestown YMCA

Description

This program encourages healthy eating and physical activity and provides Food Stamp information to the low-income senior population of Daly City and their families. Doelger Senior Center is managed by Parks and Recreation and provides senior programs and activities including a senior nutrition program and many physical activity promotion programs. Through Doelger Senior Center, access to additional community centers has been made available to promote the *5 a Day Campaign* through a healthy cooking class that embraces ethnic diversity. Food Stamp information and curriculum emphasizing the merits of eating a healthy, balanced diet and exercising is also discussed during preparation and sampling. Students who attend our Cooking Up Wellness classes are encouraged to teach others and many of them do so. A considerable number of seniors are reached during this activity. Through community participation at Health Fairs, food bank distribution sites (Brown Bag), the local Farmers' Market and supermarkets we are able to distribute pamphlets, flyers and prominently display our professionally produced health and wellness panel emphasizing *5 a Day* to a large number of community members. Media access is a powerful tool that the program funding employs to reach Seniors and their families by way of contributing material to quarterly Parks and Recreation and Adult activity guides, newspapers, local cable television and a website. In all activities, the success of the program is due to funding, collaboration, community involvement, and an underlying sensitivity to the culturally diverse community.

EAST OAKLAND FAITH DELIVERANCE CENTER*Faith Community Outreach Special Project***Shené Bowie, M.P.H.**

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Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Assemblymember Wilma Chan

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: African American (60%); Latino (40%)
- Language: Spanish, English

Settings

Schools; Farmers' Markets; Faith Organizations

Partners

6 partners from: Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; Local Departments of Social Services; Community Senior Centers; Community Health Centers

Description

"Healthy Lifestyles for Heavenly Bodies" is the name given to the health ministry at East Oakland Faith Deliverance Center that promotes the importance of increased consumption of fruits and vegetables and increase level of physical activity to 30 minutes per day for adults and 60 minutes for youth. This program incorporates nutrition education and physical activity promotion into the curriculum offered at the Ray E. Mack Christian Academy housed at the church. Students in grades K-8th are involved in activities that train parents, teachers and students about healthful lifestyles. The program reaches congregational members through workshops that address healthy eating, food preparation, weight management, cooking demonstrations, diabetes, breast cancer, and church sponsored physical activities including walking groups and gospel aerobics. Partnerships with Eastmont Wellness Center, First AME Church and the East Oakland Health Center further link members to their community. Additional outreach to church youth includes nutrition education classes, drill, baseball tournaments and softball teams. Activities are marketed along with nutrition education tips through newsletters, radio announcements and newspaper articles. The program has developed a farmer's market that will increase access to fruits and vegetables in the East Oakland area.

EAST SIDE SCHOOL DISTRICT - ANDREW HILL HIGH SCHOOL*LIA - School/District***Marilyn Bliss**

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Local Share: \$96,780

State Share: \$48,390

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Zoe Lofgren

CA Sen. John Vasconcellos

CA Assemblymember Manny Diaz

Target Audience

- Ages: Grades 9-12; Young Adults; Adults; Seniors
- Ethnicities: Asian (31.3%); African American (5.1%); Latino (51.5%); Native American (0.3%); Pacific Islander (1%); Caucasian (6.2%); Filipino (5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English, Russian

Settings

Schools

Partners

5 partners from: Schools; Local Health Departments; California Project LEAN; Colleges/Universities; Local Departments of Social Services; Healthcare; ALZA Corporation, J & J

Description

The program maintains nutrition and PE classes that contain a month of nutrition education and provides a training table for after-school sports teams. There are approximately 120 students in the nutrition classes, 140 students in the PE classes, and about 70 students targeted in the after-school sports teams. In addition to the student program, the coordinator will promote the Food Stamp program and good nutrition at all adult school functions, including the ESL adult classes held on campus in the evening. The Medical Magnet coordinator also works with other outside agencies to address the nutritional needs of our students.

Classroom activities include teaching and promoting *5 a Day*, participating in Food on the Run lessons including involvement in the Nutrition Advisory Council, and parental handouts. PE classes will promote proper diet including fruits and vegetables for various activity levels and calorie needs.

The training table uses the Food Processor program on the computer and applies this knowledge to each person's diet. Student athletes participate in food demonstrations featuring fruits and vegetables.

The coordinator promotes the program through distribution of Food Stamp materials and attendance at various committee meetings throughout Santa Clara County.

An extra nutrition class was instituted into the school day. Students do activities which include parent handouts in Spanish and English. The nutrition piece of the PE classes is being expanded to other PE teachers.

ECOLOGY CENTER*Food Security Special Project***Karina Serna**

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Grant Amount: \$114,959

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Assemblymember Loni
Hancock

Target Audience

- Ages: Adults
- Ethnicities: Farsi (100%)
- Language: Farsi

Settings

Food Bank; Food pantries; Shelters; Soup kitchens

Partners

350 partners from: 350 CBO's serving low-income families; WIC; HeadStart

Description

This fourth-year food security project continues to provide and increases access to low-cost, culturally-appropriate fresh fruits and vegetables among low-income African American and Latino residents of South and West Berkeley at three strategic, well-located neighborhood locations for approximately 150 individuals and families on a weekly basis provided by at least three limited resource, local farmers of color.

The project utilizes the marketing mechanism known as Community Supported Agriculture (CSA) which is increasing in popularity among higher income individuals and families where buyers agree to order certain amounts of produce from participating farmers as members of the CSA and, in turn, receive certain fruits and vegetables at agreed upon prices at agreed upon pick-up locations. The Ecology Center project includes the basic features of a CSA but membership fees and prices are designed to be lower for low-income buyers but contributing to the viability of marginal farmers' incomes.

The project continues to engage in an active outreach campaign through the use of part-time community food security organizers and the objective is to enroll and maintain a membership of at least 150 community members in the Farm Fresh Choice project. One of the project's additional objectives is the sustainability of the project and for it to be self-supporting.

Finally, the project through the leadership of the Berkeley Farmers' Market Manager will continue to assist farmers' markets in Alameda County that accept Food Stamps, and in other targeted counties, to successfully transition from Food Stamp coupons to Electronic Benefit Transfer (EBT) in 2003-2004 based on what was learned in the pilot county.

ENVIRONMENTAL EDUCATION COUNCIL OF MARIN - TIDES CENTER

Food Security Special Project

Leah Smith

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Grant Amount: \$40,038

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Lynn Woolsey
CA Sen. John Burton
CA Assemblymember Joe Nation

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-5; Adults; Seniors
- Ethnicities: Asian (5.2%); African American (14%); Latino (72.2%); Caucasian (8.1%); Native Americans & more than one ethnicity indicated (0.5%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

15 partners from: Schools; School Food Service; Local Health Departments; University of California Cooperative Extensions; Ag Ed; Env Ed Non-profits

Description

Schools are a focal point of the community where the future of children's' health and intellectual development is shaped. School children are at a habit-forming age and receive daily messages about nutrition and health through the media, friends, family and school. This effort will engage school communities of four low-income and ethnically diverse schools in assessing and bringing about improvements related to food and nutrition.

Our goals include raising awareness among target school communities about the value of locally grown nutritious food and healthy behaviors, building a broad-based coalition of school community members to adopt and begin implementing school food policy, demonstrating and teaching nutritional education concepts to teachers from 4 target schools for classroom use, expanding and sustaining hands-on learning experiences for students linking school gardens with core subjects, increasing consumption of fresh fruits and vegetables, and increasing the level of physical activity for students.

To achieve these objectives, we will be involved in facilitating School Nutrition Advisory Councils, conduct an assessment of current food and nutrition education practices and report findings, work with food service directors, provide curriculum training to teachers and garden consultation, and involve families with becoming empowered around their health. These objectives, upon achievement, will meet goals for increased fruit and vegetable consumption and increased awareness about healthy food.

The process used by project partners involves building long-term relationships and coalitions. The community itself holds the resources, know-how, communication skills, and connections to make the effort a success.

HAYWARD UNIFIED SCHOOL DISTRICT*LIA - School/District***Chris Boynton**

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Local Share: \$1,491,800

State Share: \$745,900

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-8; Young Adults; Adults; Seniors
- Ethnicities: Asian (9%); African American (16%); Latino (47%); Native American (1%); Pacific Islander (4%); Caucasian (15%); Filipino (8%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English, Farsi

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; UC Botanical Garden Alameda County Office of Education; Lawrence Hall of Science South Hayward Collaborative

Description

This year we introduced watermelon daikon to the students when introducing roots that we eat. The students (and teachers) were more than a little dubious but, because they were scientists, ate it and loved it! Later in the day, in another class the teacher heard two girls talking about the difficulty of doing something new and how to go ahead and do it. "Just think of it like the daikon, at first you think it's going to be horrible, but then you find out you love it" Daikon, just do it!

The Hayward Nutritional Learning Community Project, composed of Burbank, Muir, Park and Tyrell Elementary schools in Hayward, seeks to develop a learning community around nutrition to encourage all members of the community to eat 5 fruits and vegetables a day and stay actively fit. One hundred percent of Burbank teachers, 60 percent of teachers at Muir and Tyrell, and 80 percent of Park Elementary School teachers are participating. Approximately 2,000 students are receiving weekly nutritional education through inquiry science curriculum; the K - 3 students are using Botany On Your Plate and the 4-6 grade students are using LIFE (Linking Food with the Environment).

The curriculum uses fresh produce to examine plant parts and give students an opportunity to taste many healthy new foods. The two-year LIFE curriculum explores healthy choices for students through weekly science inquiry. Both curriculums are also integrated into language arts academic standards and are excellent for English Language Learners and bilingual students. Teachers attend full-day professional development at the UC Botanical Gardens and are supported with a full time resource specialist and mentor teacher during the week. Families are included in a variety of ways through assessing, attending informational meetings and volunteering in the classrooms.

MARIN COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES

LIA - Local Health Department

Linda Armstrong 555 Northgate Dr., Suite B San Rafael, CA 94903 Phone: (415) 499-7059 Fax: (415) 499-6266 larmstrong@co.marin.ca.us	Local Share: \$596,244 State Share: \$298,122 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lynn Woolsey CA Sen. John Burton CA Assemblymember Joe Nation
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Target Audience

- Ages: All Ages
- Ethnicities: Asian (4.5%); African American (2.8%); Latino (11.1%); Caucasian (78.6%); no info (3%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Food Vendors; Local Farmers

Partners

15 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Healthcare; National Organizations; Preschools/Daycares/Childcare Providers/Childcare Resource Agencies; 5 a Day; Food Systems Project; WIC; Dept of Aging

Description

This program works to improve eating practices and promote physical activity among the low-income population of Marin County by using the Spectrum of Prevention socio-ecological model and by moving increasingly into collaborative partnerships and strategic planning to achieve the following objectives:

- Foster collaborative partnerships to increase community awareness and education of families around the importance of eating at least 5 servings of fruits & vegetables a day and promoting physical activity.
- Coordinate the Marin Nutrition and Physical Activity Collaborative to develop a strategic plan for the County to promote eating healthy and being active.
- Develop and expand nutrition education and physical activity promotion and media advocacy to increase awareness, change organization policies, and enhance education around the importance of eating healthy and being active.
- Provide technical assistance and "Train the Trainer Programs" around eating healthy and being active to school districts and staff, Chronic Disease Prevention Program, WIC, Social Services, and other programs working with target population.
- Partner with School Linked Services in performing a needs assessment, developing and implementing nutrition and physical activity education and curriculum plans meeting nutrition competencies.
- Work with Food Stamp Program in developing a plan based on surveys and needs assessment around education of food stamp eligible population on eating healthy and being active.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT - AFTER SCHOOL PROGRAM

LIA - School/District

Stephanie Roberts

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Local Share: \$560,726

State Share: \$280,363

First Funded: FFY 2001

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. George Miller
CA Sen. Tom Torlakson
CA Assemblymember Joseph
Canciamilla

Target Audience

- Ages: Kindergarten; Grades 1-8; Young Adults
- Ethnicities: Asian (6%); African American (16%); Latino (53%); Native American (1%); Pacific Islander (1%); Caucasian (17%); No info (6%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Armenian, English

Settings

Community Centers; Schools; Farmers' Markets

Partners

7 partners from: Schools; School Food Service; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

Mount Diablo Unified School District has been able to expand and enhance our health and nutrition component of our After School Program (ASP) at 14 school sites in the district. Each ASP site provides 6 hours of nutrition and physical activity education per week. Students at every site participate in; weekly cooking classes, nutrition classes (curriculum such as: Reading Up the Food Guide Pyramid, Nutrition to Grow On, *5 a Day—Power Play!*) and fitness activities. We now employ 3 Garden and Nutrition Educators who integrate our school community garden with health and nutrition education and activities. Our Garden Educators also teach a Middle School elective class during the regular school day (1 hr/day, 5 days a week) in which 17 students are enrolled. For the first time this year there is a commitment by our principals that some of the regular school day teachers will teach an hour per month of nutrition education as well.

The total number of students enrolled thus far during the 2003-2004 calendar year is approximately 1500 students per day. The total number of parents reached at the harvest/planting days have consistently been over 50. The total number of staff reached for training has been over 80.

Our overall goal is: To build a comprehensive school/garden based program that promotes students' nutritional health and *5 a Day* eating habits.

OAKLAND YWCA*Physical Activity and Nutrition Resource Center***Carmen Bogan**

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Grant Amount: \$96,830**Legislators**

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Elizabeth Figueroa
CA Assemblymember Ellen M. Corbett

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian; Other
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations; Other community based organizations

Partners

8 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Local Departments of Social Services; Community-Based Organizations

Description

The goal of Phase II of this project is to promote and increase physical activity and positive eating behaviors among low-income women and their children in Oakland. This includes developing a regional (Bay Area Wide) Resource Center that provides leadership and support to local nutrition programs in physical activity program development, training, nutrition and physical activity information and referral.

SAN MATEO COUNTY HEALTH SERVICES AGENCY

LIA - Local Health Department

Lydia Guzman Health Services Manager 32 West 25th Avenue, Suite 203A San Mateo, CA 94403 Phone: (650) 573-2025 Fax: (650) 577-9223 lguzman@co.sanmateo.ca.us	Local Share: \$241,966 State Share: \$120,983 First Funded: FFY 1998	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Jackie Speier CA Assemblymember Gene Mullin
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (6%); African American (7%); Latino (70%); Pacific Islander (1%); Caucasian (16%)
- Language: Spanish, Vietnamese, Tagalog, Mandarin, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets

Partners

38 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Community Organizations

Description

This program works to increase the consumption of fresh fruits and vegetables by providing not only information, but also the opportunity to sample recipes at Farmer's Markets, schools, outdoor nutrition education programs and cultural events.

Physical activity is promoted in community nutrition presentations, newsletters, and bulletins. Low-income communities are introduced to wonderful and inspirational local hiking trails and parks, and walk and dance programs to promote better health.

The "Teen Health Spa Program," an interactive nutrition and physical activity workshop for young teens, is available as a four-part after school program and as a one-day program. "Teen Health Spa Newsletter," a publication providing nutrition education from a teen prospective, supports the nutrition classes and is used in the classrooms to generate discussion.

A bi-monthly, low-literacy nutrition bulletin in Spanish also focuses on chronic disease prevention through physical activity and nutrition. Past issues of the bulletin will be available in booklet form, "El Arco Iris: Nutrition in Health and Disease," to be distributed at community clinics, nutrition classes, and WIC.

Efforts are made to promote the federal nutrition assistance program in all nutrition education presentations and publications.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT*California Nutrition Network Regional Lead Agency***Mary Foley, MS, RD**

Project Coordinator
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mary.foley@hhs.co.santa-clara.ca.us

Local Share: \$356,914**State Share: \$178,457****Grant Amount: \$179,500****Legislators**

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Zoe Lofgren
 CA Sen. John Vasconcellos
 CA Assemblymember Rebecca Cohn

Target Audience

- Ages: PreKindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (18%); African American (2%); Latino (60%); Caucasian (30%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Faith Organizations

Partners

20 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions

Description

Santa Clara County Department of Public Health works to increase access to fruits and vegetables in geographic areas where there is a high proportion of low-income families. One way in which this is accomplished is through partnership with certified Farmers' Markets in the areas of East San Jose and South County and with the WIC program.

The *Network* project at the Department of Public Health is also working to establish template worksite nutrition and physical activity policies, piloting those policies first in the Department itself. Additional policy work is accomplished with local school linked services, to help establish healthy snack and vending policies.

Other activities include: the creation of a client and provider newsletter, focusing on nutrition, physical activity and access to food assistance programs, nutrition training, taste tests and physical activity promotion with community partners such as Job Corps, faith-based organizations and promotora groups, and participation in select community events and health fairs.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY*5 a Day—Power Play! Campaign Regional Lead Agency***Susan Zieleniewicz**

Project Coordinator

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131

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szieleniewicz@ucdavis.edu

First Funded: FFY 2001**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Fortney H. Stark

CA Sen. Don Perata

CA Assemblymember Wilma Chan

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Orgs; Media; Non-profits

Partners

92 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

University of California Cooperative Extension of Alameda County acts as the San Francisco Bay Area Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play! Steering Committee*. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 79,000 impressions with the region's 39,562 low-income 9- to 11-year-old children. The San Francisco Bay Area Region includes Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara Counties.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY - CHILD AND YOUTH NUTRITION PROGRAM

LIA - University of California Cooperative Extension

Lucrecia Farfan-Ramirez
Project Director
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131
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Local Share: \$956,443

State Share: \$478,222

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Fortney H. Stark

CA Sen. Don Perata

CA Assemblymember Wilma Chan

Target Audience

- Ages: PreKindergarten; Adults
- Ethnicities: Asian (23%); African American (49%); Latino (16%); Native American (10%); Caucasian; Other (3%)
- Language: Spanish, Vietnamese, Hmong, English

Settings

Schools; Farmers' Markets; Restaurants

Partners

Schools; Local Health Departments; University of California Cooperative Extensions

Description

The Nutrition Training Academy (NETA) for this fiscal year has a comprehensive intervention program that includes teacher-centered nutrition education and physical activity promotion, early childhood nutrition/physical activity education classes for 3-5 year old children, nutrition education and training for parents, and promotion of community food security programs. These programs will be implemented at Oakland Unified School District Early Childhood Program with approximately 3,500 children aged 3-5 years old, 350 early childhood teachers, and 750 parents from seven early childhood sites located in low-income areas of Oakland with higher rates of child obesity and food insecurity. Major partners in this program include Oakland Unified School District Early Childhood Program, Alameda County Maternal, Child and Adolescent Program (MCAP) University of California, Nutrition Science Program, YMCA of the East Bay, and Every Child County Prop 10. The NETA teacher-centered nutrition education program will be extended to Hayward Unified School District Family Day Care Providers serving approximately 50 children, 3-5 years of age in home-settings, and the YMCA of the East Bay early childhood centers serving low-income children eligible for the Federal free and reduced meal program. For this current year the focus of the program will be the integration of nutrition and physical activity into early childhood classroom activities, and the use of gardening-nutrition related activities to reinforce nutrition education related concepts and behaviors.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, ALAMEDA COUNTY - FAMILY AND CONSUMER SERVICES

LIA - University of California Cooperative Extension

Dr. Mary Blackburn, Ph.D., M.P.H. Advisor 1131 Harbor Bay Parkway, Suite 131 Alameda, CA 94502 Phone: (510) 639-1274 Fax: (510) 567-6813 mlblackburn@ucdavis.edu	Local Share: \$120,557 State Share: \$60,279 First Funded: FFY 2001	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Fortney H. Stark CA Sen. Don Perata CA Assemblymember Wilma Chan
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (16%); African American (47%); Latino (18%); Native American (1%); Pacific Islander (2%); Caucasian (11%); Other (5%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Community Centers; Grocery Stores; Farmers' Markets; Faith Organizations; Low Income Housing Projects

Partners

12 partners from: Local Health Departments; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Food Bank; Housing Authorities

Description

This third-year project is closely tied to the introduction of Electronic Benefit Transfer (EBT) as a replacement for Food Stamp coupons in every county in California by the end of 2004. Alameda County, along with Yolo County, was one of the EBT pilot counties starting on August 1, 2002. The *California Nutrition Network (Network)* has been particularly concerned about how farmers' markets are often negatively affected by the introduction of EBT in the farmers' market environment.

A special multi-partner project in Alameda County last year directed by U.C. Cooperative Extension, Alameda County (UCCEAC), prepared Food Stamp recipients and eligible households for the introduction of EBT cards in Alameda County; to provide nutrition education to those individuals and families and stress the importance of eating fresh fruits and vegetables; and to promote and publicize the impending transition to EBT in the place of Food Stamps at nine farmers' markets in Alameda County that heretofore have redeemed Food Stamp coupons.

This special project also involved the collection of baseline data from between 200-250 low-income families in Alameda County in 2002-2003, many of which resided in Oakland Public Housing Authority complexes. A companion Local Incentive Award project also collected Family Assessment data together with nutrition education services to determine the degree to which families changed their eating habits, the consumption of fruits and vegetables, and their knowledge and use of farmers' markets in the county, and their familiarity with Food stamps and EBT.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, SAN MATEO COUNTY*Faith Community Outreach Special Project***Gloria Brown**

Project Director
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Half Moon Bay, CA 94019

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Grant Amount: \$73,818

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Anna Eshoo
CA Sen. Jackie Speier
CA Assemblymember Gene Mullin

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: African American (90%); Latino (5%); Pacific Islander (3%); Caucasian (2%)
- Language: Spanish, English

Settings

Community Centers; Faith Organizations

Partners

Local Health Departments; Colleges/Universities; University of California Cooperative Extensions;
Local Departments of Social Services; Inter-Faith Ministries

Description

The University of California Cooperative Extension (UCCE) is continuing to use and expand the reach of their Learn-by-Mail, HOMERUN nutrition education program at six African-American San Mateo and San Francisco county churches. The program includes mailed nutrition lessons on: cancer, heart disease, high blood pressure, food safety, diabetes, food celebrations and access to nutrition assistance programs. The project reaches low-income African-American residents with culturally appropriate nutrition and physical activity messages and strategies. UCCE contributes a generous amount of In-kind dollars and services, which provides professional leadership and expertise. UCCE is partnering with the African-American Community Health Advisory Committee of Mills-Peninsula Health Services, the American Heart Association, and the University of California at San Francisco, as well as the California Wellness Foundation, San Mateo County and the American Cancer Society. Each church has a HOMERUN liaison trained by UCCE to facilitate nutrition education program signups, health screenings, pre/post participant evaluation tools, follow-up telephone interviews, face-to-face participant workshops, promote physical activity and strategies for serving nutritious foods at church functions. Liaisons also promote the HOMERUN program through church print materials such as posters, flyers, newsletters, and encourage pastor support. HOMERUN participants are invited to physical activity classes held in East Palo Alto and sponsored by outside funding. A spring Walk-A-Thon, "Soul & Stroll for Health 2003," is planned to celebrate and promote physical activity and healthful eating in the community. Church liaisons are also trained to improve the nutrition quality of food served at the many church functions, such as coffee hours, celebrations, etc. This project is also participating in the statewide Cancer Prevention and Nutrition Section of the California Department of Health in the evaluation of the faith outreach channel.

WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT*LIA - School/District*

Liz Torio 724 Kearney Street, Room 15 El Cerrito, CA 94530 Phone: (510) 559-1251 Fax: (510) 527-5598 Liz.Torio@gw.wccusd.k12.ca.us	Local Share: \$151,408 State Share: \$75,704 First Funded: FFY 2000	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Ellen O. Tauscher CA Sen. Tom Torlakson CA Assemblymember Loni Hancock
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (11%); African American (29%); Latino (36%); Native American (1%); Pacific Islander (1%); Caucasian (15%); Filipino/multiple answer/no response (8%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools; Grocery Stores

Partners

7 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; Colleges/Universities; University of California Cooperative Extensions; Non-profit and foundation

Description

The West Contra Costa Unified School District (WCCUSD) uses multiple strategies to ensure increased knowledge and awareness of health and nutrition education for students and parents. WCCUSD covers 21 Elementary Schools and 5 Secondary Schools through the Local Incentive Award Program grant, totaling 17,394 students. The goal is to provide information on the health benefits of good nutrition and physical activity to students and families in these low-income households, focusing on promoting 5 servings of fruits and vegetables a day. This is accomplished by implementing such activities as promoting the salad bar, teaching cooking classes, publishing nutrition newsletters and cookbooks, and coordinating trainings for teachers and other staff.

"The Monthly Produce" newsletter is another means of reaching low-income families. Each month, a new produce will be featured that provides information on its history, recipes and nutrition. Elementary Menu planning with students will be offered to classrooms helping students learn the importance of choosing healthy school meals and how to break down their components using the Food Guide Pyramid.